Evening World Daily Magazine

Evening World's New Perfect Figure Contest

To Make Perfectly Proportioned for Their Height Women Who Now Weigh Fifteen or More Pounds Over or Under Their Proper Weight.

The Contest Will Begin Monday, Jan. 22 - For Twelve Weeks Contestants Will Follow Illustrated Lessons Prepared by Miss Pauline Furlong and Published Daily in The Evening World.

Svery Woman Whose Weight Is Now Fifteen or More Pounds Greater or Less Than It Should Be for Her Height Is Eligible to Enter This Contest-No Names Will Be Published.

THE AWARDS.

\$50.00 to the contestant measurements at the close of the contest most closely approximate those designated as "perfect" for her height.

\$25.00 to the contestant who shall rank second in perfect figure approxi-

\$10.00 to the contestant who shall rank third at the contest's close.

\$5.00 each to the THREE contestants who shall rank respectively fourth, fifth and

By Pauline Furlong

Copyright, 1917, by The Press Publishing Co. (The New York Evening World.) ONTEST applicants with whom I have made enrolment appointments begin their calls at my office at 10 o'clock this morning. Because the majority of women who have asked for appointments have speci-

fied a paterence for afternoon hours I must urge all wemen who can do so to give me an option on either nornings or afternoons. Also I can make appointments only between 10

A. M. and 6 P. M., as my office is open to receive applicants only between these two hours. My appointment calendar already is filled for to-day, to-morrow and Wednesday, and as the contest begins two weeks from to-day those desiring appointments are urged to write

As it takes valuable time to open and read letters I ust request intending applicants to conform to the following model letter

writing for appointments: - Dear Miss Furlong:

For the purpose of entering The Evening World's Perfect Figure Contest please send me an appointment card for (day of the week) at (hour preferred) or (optional day) at (optional hour). Mrs. A. B. BLANK,

Address..... Weight --- pounds. Height, - inches. Age -- years.

(Unless a certain day or hour is positively the only time you can call, Instead of specifying day and hour say instead "any day" or "any morning" or "any after-

will mail you an appointment card as a massage will not bring color to the cheeks. It may encourage the private suite of offices have been Wholesome foods, exercises and deep fitted up by The Evening World that breathing are the best means to help I may weigh and measure all contest- you to get color. ants in strict privacy.

To determine your eligibility to enter the contest consult the following weight and measurement table. If your present weight is fifteen or more pounds greater or less than the weight specified as correct for your height, and if you are not less than twenty-one years of age, you may enter the contest.

| 16 | Jeel (| | | | | | | | ۰ | | ٠ | | | | Ю | a. | 00 | 155 |
|----|---------|------|-------|-------|----|----|---|----|----|---|----|---|----|-----|----|-----|--------|-----|
| | 100 | Va. | inch | 1 | 9 | | | | | | | | | 9 | | 1 | 1081/2 | |
| т | | 60 | 44 | 1855 | a | Ē, | Š | | ğ | 9 | 9 | | | ij, | 2 | | 111 | |
| н | | 12 | Inch. | | М | ٠. | • | ٠. | ٩ | ١ | ٥ | • | • | ĩ. | • | Ď | 114 | |
| | | / | men | | 0 | 9 | • | • | ٠ | ٠ | ٠ | ٠ | ٠ | ۰ | ۰ | ٠, | | - 1 |
| ĸ. | See all | W. | | 119 | ٠ | ٠ | ٠ | ٠ | ٠ | ۸ | * | ٠ | ٠ | ۰ | | * | 11/ | |
| | | 1/2 | | | | ě. | ř | ٠ | ٠ | | | ٠ | | × | ٠ | ŵ. | 120 | - 3 |
| 1 | | 100 | ** | -12 | Q. | Ċ. | š | ď | ្ | 0 | ٥ | ٠ | | ç | į. | ø | 123 | |
| 8 | | 14 | ** | | Š | ě | 8 | Œ | ğ | ő | 5 | ũ | 9 | 0 | ũ | 0 | 126 | |
| ъ. | ang. | 464 | | | • | • | • | • | ۰ | ۰ | ۰ | ۰ | • | * | ۰ | ٠, | 120 | |
| в | 2004 | | - | (() | ٠ | * | × | * | ٠. | ۰ | ۰ | ۰ | ۰ | • | ٠ | ۸, | 2.2 | |
| а | 35.5 | 1/2 | | | ٠ | ٠ | ٠ | * | ٠ | * | ٠ | | , | ٠ | ٠ | * | 32 | - 1 |
| з | | | ** | | v | | ٠ | ٠ | | ٠ | | ï | ÷ | ٠ | ٠ | | 135 | - 2 |
| п | | * | ** | - | ğ | | Š | S | í | | 6 | ٠ | • | ě. | | ď | 138 | |
| ı | | 4 | ** | 3 | ē | 9 | 0 | 0 | Ø, | ē | ā | | | 0 | Û, | ū | 141 | |
| н | an- | 11 | 44 | | ۰ | * | • | • | ۸ | • | ۰ | * | * | • | • | ٠, | 441/- | . * |
| В. | 2016 | /8 | | | * | ٠. | ۰ | ٠ | ٨ | ۰ | ٨ | * | * | 8 | • | 84 | 40 | |
| Ŀ | 256 | | ** | 1.8. | ۰ | | ٠ | ٠ | , | ٠ | ٠ | * | ٠ | ۰ | ۲ | ٠, | 70 | - 1 |
| ı | | 1/2 | ** | | ٠ | Ŷ. | | ٠ | | ¥ | ٠ | * | * | | ŧ. | * | 01/2 | 1 5 |
| п | | | ** | 12 | S | 6 | 0 | | ÷ | S | š | × | ě. | ď | ď | . 1 | 55 | |
| н | | 11/4 | ** | | ū | | | | Ĭ. | 3 | Œ, | 0 | Û | | Ī. | Ũ | 1581/2 | |
| г | | 100 | 44 | | ۸ | *. | * | * | î | ř | • | • | 7 | ō | 7 | | 162 | |
| - | | | | * | 9. | * | * | * | ۰ | ٠ | * | * | ٠ | * | * | Š) | 1651/2 | |
| k | | 1/2 | | | ٠ | | * | * | , | × | ۲ | ٨ | ħ | ٠ | ۲ | ٨. | 100/2 | |
| | | | | | | | | | | | | | | | | | | |

GLOSS ON FACE-G. B.: Ton ich oil in the skin causes this and it is not the result of being in the open.
Equal parts alcohol and witch hazel
wiped over the face will help to correct this. The lines from nose to mouth are caused by relaxed muscles and loose skin. Exercises for the face will help strengthen the muscles and harden the firsh. The rubber chin strap also helps to hold the mouth closed at night and thereby prevents

toms of mumps are swelling, slight fever, pain when swallowing and sometimes earache. The disease is infectious and epidemics are common.

WALNUT STAIN-S. L.: should not pour water over the wal-nuts. Get the dried wainut shells

ALUMINUM KETTLE TOP.





as shown in the illustration, the ket-

The Day of Rest

By Maurice Ketten



Original Designs for The Home Dressmaker

Addice in the Selection of Materials and Styles for All Types Furnished by The Evening World's Expert. By Mildred Lodewick

Description.

HERE are few things that give more satisfaction to the woman who has to dress on an allowance than the feeling which arises when she regards her possessions in clothing and knows that not one dollar has been foolishly spent. To buy few clothes, and those few with careful planning to exactly suit one's opportunities, is a pretty sure guide to serene satisfaction of mind when the end of a season arrives.

Many women have found the one-piece frock which combines dark blue serge with self color sattn or Georgette crepe to be of unusual utility, as they serve for such varied purposes. The design of to-day offers an opportunity for effective handling of these fabrics. The serge portion of the frock is cut in such a way as to make possible its rejuvenation from a last year's frock or suit. The front view shows the waist open ... front to permit of a panel of blue satin trimmed with soutache braid, or of blue Georgette crepe finely tucked.

The apron panel of serge, which is in one w 1 the waist, is was around the

fabric is inserted. An interesting view suggests. fe are of the frock is the soft crush belt, which begins and finishes in the in the bodice also should be outlined



edges, but attached to the skirt where | whose tucks through the skirt could the centre panel of the contrasting be sown with chenille, as the back

AND SATIN.

The front panel and important lines sits at the side-fronts of the bodice. With chenille stitches, while the deof elegant embased ribbon in varicolors, this belt could be made to distinguish a Georgette crepe frock, charm. The summer days would find such a frock suitable for many oc-

Answers to Queries

able trouble in getting becoming styles for my clothes, and come to you for advice about a dress of enclosed material (dark blue allk and wool poplin), which

I will want to wear spring. Am fortytwo years old, weigh 168 pounds, have a large, high bust and am 5 feet 3 inches tall. MRS. H. T. Dark blue velvet ribbon used as sug-

I have consider-

gested will tend to



I am sixteen years old. 5 feet 4 inches tall, very slim and wear no corset. The high school is giving a cantata in which I sing in the cho-rus. I have no I have no white dress and would like you to suggest the material, trimmings and style. It must be simple, inex-pensive and pret-ty. Thanking

HELEN G. Batiste, with cape, collar and tiny ruffles. Either squares inserted in skirt or a plain

THE FROZEN PIRATE Lost on an Iceberg, a Poor Sallorman Finds Treasure and Adventure Awaiting Him By W. Clark Russell

and pour a pint of hot water over a half pound of them. When cold strain and use on clean hair. If you wish to perfume and keep it add sev-eral drops of your favorite perfume (essential oil) to several ounces ai-cohol.

BUST MEASUREMENT-E. R.:

You should measure about thirty-five inches for your heatht, which you say is five feet two and a haif.

VANISHING CREAM-B. R.: It Is

not possible to make a satisfactory vanishing cream in the home.

The state of the control of the cont

tle will be as good as new.—Popular as he sat upon the mattress, and the looked at me without answer-science Monthly. Water, which I put upon the mattress, and the looked at me without answer-

BEST NOVELS PUBLISHED
ON THIS PAGE COMPLETE
EVERY TWO WEEKS.

All the while that he ate he acted like

The captum and looking round and round him, and then dropping liks and exhibit a hundred demonstration.

SYNOI'SIS OF PRECEDING CHAPTERS.
The good ship Langing Mary is wrecked in strike in the sound him to slow, storm in the South Seas, and of the cressonal boar.

There is something wrong," what is it, sir? This storm in the South Seas, and of the cressonal boar.

After four days at sea be finish tunned norms a strange cose, it is ences to be an investigating in extrest. Bodier discretes a man frozen content of the public out his face and looked at them, then the run—the fools of the public out his face and looked at them, then the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at the run—the fools of the public out his face and looked at them, then the run—the fools of the public out his face and looked at them, then the run—the fools of the r

fellows were in a panic terror and stood gapting at what they regarded as their doom. Into this bay did we rush on top of a huge sea, Trenta-hove and the captain and I swinging with set teeth at the tiller. The men regarding the schooner as lost, and encluding that if she went to pieces her boats would be destroyed, and with them their only chance to escape from the ice, fell frantic and lost their wits sitogether. They

MARRIED BY TELEGRAPH.

PRIVATE B. J. LINHART of a Mississian of the know, it was alked so much," said he, "that d'ye know, I think another nap will do me good. What coals have you found in the ship?"

I told him.

"Good," he cried; "we can keep ourselves warm for some time to come, anyhow."

And so saying he pulled a rug up to his nose and shut his eyes lost their wits sitogether. They



